

REP HEADLINE# 0305745
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP5/12 18.18
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BLAUVELT, NY 10913

ORDER # CONTRACT # 6305745 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#457 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP10/12 SEP14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEPS/12 18.18

REP: NEW ORDER
TTL \$9,500.00
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$900.00	9/10	9/11	2		M-TU	2
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
2			530P-600P	30		\$900.00	9/13	9/13	1		THU	1
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
3			600P-630P	30		\$1,200.00	9/10	9/13	4		M-TH	4
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 457

REP HEADLINE# 6305745
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9660
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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 SEP5/12 18.18
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-730P	30		\$1,000.00	9/11	9/12	2		TU-W	2
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
SEP/12 \$9,500.00												

CONTRACT TOTAL \$9,500.00
 TOTAL SPOTS 9

MARKET TOTALS \$26,020 WFLA 37% WFTS 21% WTSP 5% WTVT 37% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED.

SVC- NSI
 DEMOS- RA35+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 761 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 9500	Campaign Ref: E:120906073
Buyer: ..	Client/Product/Estimate: / / 1457	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/16/12	Weeks: 1	Order Ref: 06305745
Est./PO Number: 06305745	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Firms Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	Total	Cost
1	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	1800
2	M-F 530p News ...T...	03	900	30 Comme	Nbr of Spots	1	900
3	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots	4	4800
4	M-F 7p News .TW....	03	1000	30 Comme	Nbr of Spots	2	2000
Weekly Totals: Total Spots(Ord Spots)					9	9	

Grand Totals				Month 9 Weeks: 5			
Totals				09/10			
Spots				9			
Cost				9500			

Grand Totals:	Spots:	9
	Gross Total:	9,500.00

Commission:	1,425.00
Net Total:	8,075.00